C/BS -17

FEB 10

# Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ NETWORKS, STUDIOS MOVE TO CUT COSTS/ 3

❑ FOX CONSIDERS '90210' SPIN-OFF FOR SIXTH NIGHT / 30

❑ AFTER S.12: CABLE'S HOPES REST WITH HOUSE / 45

Kitty Kelley.

Taking talk to where it's never been before.

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SPECIAL REPORT
STATION TRADING: SLOWEST MARKET SINCE 1982

# NETWORKS HOLD LINE ON LICENSE FEES

*Exclusive BROADCASTING survey finds money paid to producers remaining flat in recent years, and dropping for first-year programing*

**By Steve Coe**

In the war on escalating production costs being fought by the networks and the studios, the first shot seems to have been fired by the networks. According to figures compiled by BROADCASTING, license fees paid to producers by the networks have remained flat for the past few years, and the money paid to producers of first-year series has gone down.

In talking to executives from both the studio and network ranks, it appears that after years of posturing, both sides realize that the problem of runaway production costs and deficit financing has reached its limit.

"For the first time since I've been in the business, we believe each other's tales of woe," said John Agoglia, president, NBC Enterprises and executive vice president, NBC Productions. "We now know if we're going to keep distributors and suppliers in business, we're going to have to change the way we do business."

Bill Klein, senior vice president, CBS, said although the trend may be on a downward tack now, "at CBS we still look at projects on a show-by-show basis. I wouldn't use the term frozen to describe the amount of license fees being paid out because that implies some kind of dictate. But I'd be hard-pressed to argue that they're increasing on a regular basis."

One thing that has changed recently in how the networks and studios are doing business is the license fees paid to suppliers. A look at the figures for 1986-87 through 1990-91 shows gradual growth for average license fees for all network series produced. However, the average figures are grossly inflated due to the inclusion of some veteran shows such as *Cheers* and *The Cosby Show*, which may receive fees as much as four times that paid to most other series. Typically, in a show's first four seasons, the negotiated license fee increases about 5% per year. After that, suppliers can negotiate for whatever fee can be gotten depending on the popularity of the show. A better look at the growth curve of fees is gained by studying

**PRIME TIME AVERAGE COSTS AND DEFICITS OF EPISODIC SERIES**

| | 1/2 Hour Filmed | 1/2 Hour Taped | 1 Hour Filmed |
|---|---|---|---|
| **1990-91 Production Season** | | | |
| Production Cost | 844,187 | 697,759 | 1,408,364 |
| License Fee | 597,775 | 564,953 | 1,100,790 |
| Deficit | (246,412) | (132,806) | (307,574) |
| **1989-90 Production Season** | | | |
| Production Cost | 780,711 | 683,710 | 1,352,809 |
| License Fee | 538,461 | 540,612 | 1,051,604 |
| Deficit | (242,250) | (143,098) | (301,205) |
| **1988-89 Production Season** | | | |
| Production Cost | 701,423 | 644,301 | 1,249,211 |
| License Fee | 508,024 | 531,580 | 974,009 |
| Deficit | (193,399) | (112,721) | (275,200) |
| **1987-88 Production Season** | | | |
| Production Cost | 637,553 | 514,612 | 1,333,200 |
| License Fee | 526,835 | 427,739 | 973,997 |
| Deficit | (110,718)* | (86,873) | (359,203) |
| **1986-87 Production Season** | | | |
| Production Cost | 730,927 | 476,849 | 1,342,260 |
| License Fee | 536,738 | 409,368 | 971,985 |
| Deficit | (194,189) | (67,481) | (370,275) |

* The reduction in production costs and deficit reflects the cancellation of two very costly series which were heavily deficit financed. This has an especially great impact when the universe of 1/2 hour filmed series is so small.

| FIRST YEAR Half Hour Series | 1987 | 1988 | 1989 | 1990 |
|---|---|---|---|---|
| Production Cost | 727 | 741 | 777 | 771 |
| License Fee | 533 | 500 | 494 | 505 |
| Deficit | (196) | (241) | (283) | (266) |

| FIRST YEAR One Hour Series | 1987 | 1988 | 1989 | 1990 |
|---|---|---|---|---|
| Production Cost | 1,564 | 1,360 | 1,350 | 1,454 |
| License Fee | 1,065 | 991 | 928 | 873 |
| Deficit | (499) | (369) | (422) | (581) |

* Figures are in thousands and are per episode.

## NBC HOLDS COST CONFAB WITH PRODUCERS

NBC held an unheard-of meeting with major studio executives and producers from independent production companies on Jan. 10 to discuss, in the words of the NBC invitation, "whether there are better ways we can work together to produce successful programing."

According to sources in attendance, the discussion was "fairly frank," but no decisions were made. Among the issues discussed was the network's insistence on working with only a select group of producers. "They want cheap shows," said a source, "but as long as they...[want] only the A-list players, the costs are going to remain the same."

NBC executives at the meeting included Bob Wright, chairman; Warren Littlefield, president, NBC Entertainment; John Agoglia, president, NBC Enterprises, and Perry Simon, executive vice president, NBC Entertainment. NBC said further meetings will be held. -sc

the fees for first-year shows.

Since the 1987-88 season, network license fees paid to studios and production companies steadily declined until the 1990-91 season, when they saw a slight increase. While all the figures for the 1991-92 season have yet to be compiled, the average license fee for first-year series this season is not expected to exceed the 1990-91 level. In fact, the numbers may again show a drop. This is coupled with an expected 7%-8% increase in the cost of series production with which suppliers will have to contend.

"The sense is that [fees have] flattened out over the last few years," said Bob Iger, president, ABC Entertainment. "In some cases they're dropping, and in some cases—with stars attached or because of commitments with producers like [Steven] Bochco or [Diane] English—they tend to be higher."

"Last year they were kind of frozen," said Harris Katleman, president, Twentieth Television, remarking on the growth of license fees, adding that this year "they might remain the same or be a little less."

"There's no question they are," said Barney Rosenzweig, executive producer of CBS's *The Trials of Rosie O'Neill,* when asked if license fees are trending down. The network's "bottom line is being hurt by advertiser pullouts and the fractionalization of the audience and, as a result, they're passing it on to the suppliers."

In part, the reason for all this, said Iger, is "because we've reached a breaking point. Also, it comes as a result of the networks putting on more alternatives like news, so it's a buyer's market."

While profit margins at the studios are getting squeezed even tighter with lower license fees and escalating production costs, major producers are beginning to question traditional production practices. For many, including producers and actors, the days of wine and roses appear to be over.

According to studio sources, practices that appear ready to be overhauled include shooting schedules that include week-long hiatuses every few weeks, salaries paid to actors, and what most people pointed to as the biggest single problem, the proliferation of producer credits given through negotiation rather than earned by experience.

"Once you start calling people producers that aren't producers, you run the risk of them thinking they're producers and making decisions that cost money," said Rosenzweig.

In some cases, said one studio executive, an actor or writer's manager will be given a producer credit via the negotiations conducted by the talent's agent. "The manager gets the credit and his fee can be anywhere from $7,500-$15,000 per episode for doing nothing. There are a lot of people feeding at the trough that aren't providing the bacon," the executive said.

As for actor's salaries, Joel Shukovsky, Shukovsky/English Productions, said most agents and actors are still operating under the belief that the dollars of a decade ago are still available. "The day of the $50,000-$60,000-per-episode player is a thing of the past. For anyone to get any kind of money like they used to be paid, they better be able to put asses in front of the television," he said.

Even though the studios are correcting some of the abuses in their systems, most suppliers point to the networks as the reason for spiraling costs. "The largest single cause in the growing cost of producing network television is network creative involvement," said one source. "The networks demand to be involved with only a select group of what they call 'approved show runners,' the Jim Brookses, the Steven Bochcos, etc. That drives the cost up artificially."

"The studio is partly right on that," said Iger. "The network's demand for show runners does drive up the price. But the problem is when you put a $1 million an hour [project] in the hands of the studio, you want reasonable assurance it's going to be in good hands. So some of these people are necessary to insure the investment. Unfortunately, what has happened is some people have been moved up the system without the experience." ■

# HARRIS TO HEAD SONY TV

*First-run syndication and cable product a priority*

*Mel Harris moves to SPE's TV group*

**By Steve McClellan**

Mel Harris, former television group president at Paramount, has joined Sony Pictures Entertainment as president of SPE's newly formed television group.

Although the structure is slightly altered, Harris effectively replaces Gary Lieberthal, who held the chairmanship of Columbia Pictures Television. Three division heads will report to Harris, including Barry Thurston, president of the newly reorganized syndication division, Columbia TriStar

Television Distribution.

Harris made a point of stressing last week that Thurston "will be rising to a position of much greater responsibility, scope and authority," as the company expands aggressively into areas where CPT has not been in the vanguard, including first-run and working with consortia.

Harris and Thurston have a relationship that spans two decades, beginning when the two worked at Kaiser Broadcasting, where Harris was station program manager and Thurston was a corporate programing vice president. "We used to book movies together," Harris recalled.

The two other TV division heads reporting directly to Harris are Scott Siegler, president, Columbia Pictures Television, the network production arm, and Jon Feltheimer, president, TriStar Television, which produces for network and syndication. Harris will also oversee the activities of Merv Griffin Enterprises, which produces the game shows *Wheel of Fortune* and *Jeopardy!*

CPT's strength during the Lieberthal years had been production of network comedies and their subsequent distribution in syndication. In addition to making first-run syndication a key priority at the company, Harris said more effort will be put into developing first-run product, from all the company's production divisions, for cable TV.

Harris, who had been head of Paramount's TV group since 1985, left the company last October, three months after Brandon Tartikoff became studio head.

Harris joined Paramount in 1977 as vice president, domestic syndication. In the early 1980's he oversaw the company's video and cable television activities, and he is credited with helping to develop the sell-through home video market as well as USA Network, 50% owned by Paramount.

Before joining Paramount, Harris was on the station side of the business, with stints at Kaiser Broadcasting and Metromedia Broadcasting.

Harris said one of his long-range goals is to see that the television group is well positioned to exploit future opportunities made available by advances in hardware. "As we see the growth in interactive technology and the possibility of 500-channel cable systems and multiplexing, it forces us to adapt to consumer needs." ■

# This Week


**PROGRAM COST CONTROL / 3**

Figures compiled by BROADCASTING show that the networks are keeping a lid on license fees paid to producers, and executives on both sides of the battle line seem ready to cooperate on costs.

**STATION TRADING REPORT / 17**

BROADCASTING's annual survey on station buying and selling shows a 49% dollar-value decline in broadcasting properties from 1990 to 1991, making it the slowest year since 1982.

**FOX NIGHT 6: 90210 SPINOFF? / 30**

Fox's sixth night of prime time programing, due this summer and, sources say, likely to be Wednesday nights, may be anchored by the new Aaron Spelling show *Melrose Place*, a cast-sharing spin-off of the popular *Beverly Hills, 90210*.

**LIFE AFTER S.12 / 38**

Despite cable protestations of dire consequences if S. 12 ever becomes law, industry analysts say

*Cable reregulation battle moves to the House side of the Capitol (p.45).*


rate regulation and retransmission-consent costs should have only a modest impact on the bottom line.

**RECORD CROWD AT MSC / 42**

RAB's 12th annual Managing Sales Conference attracted nearly double the number of 1990 attendees, thanks in part to reduced registration fees. The radio crowd heard calls to focus on selling results.

**CABLE CONNECTS TO HOUSE / 45**

After S. 12's decisive win in the Senate, cable has turned its attention to reregulatory legislation coming up in the House. The industry may attempt to influence a "more reasonable" bill, or encourage delaying tactics that could scuttle action altogether.

**TV REVENUE WOES / 51**

Revenue declines for TV station operators slowed a bit in the fourth quarter, in part because results in last year's fourth quarter had already started to show some weakness.

**PROGRAMERS SHIFT TO VC-RS / 54**

Additional programers are expected to announce at this week's SBCA show their intention to sign on to General Instrument's newest VideoCipher system. Programers hope that switching from the piracy-plagued VC-II to the "renewable security" system will boost the number of paying subscribers.

*Fox and Aaron Spelling Productions ride the '90210' wave into 'Melrose Place' (p.30).*

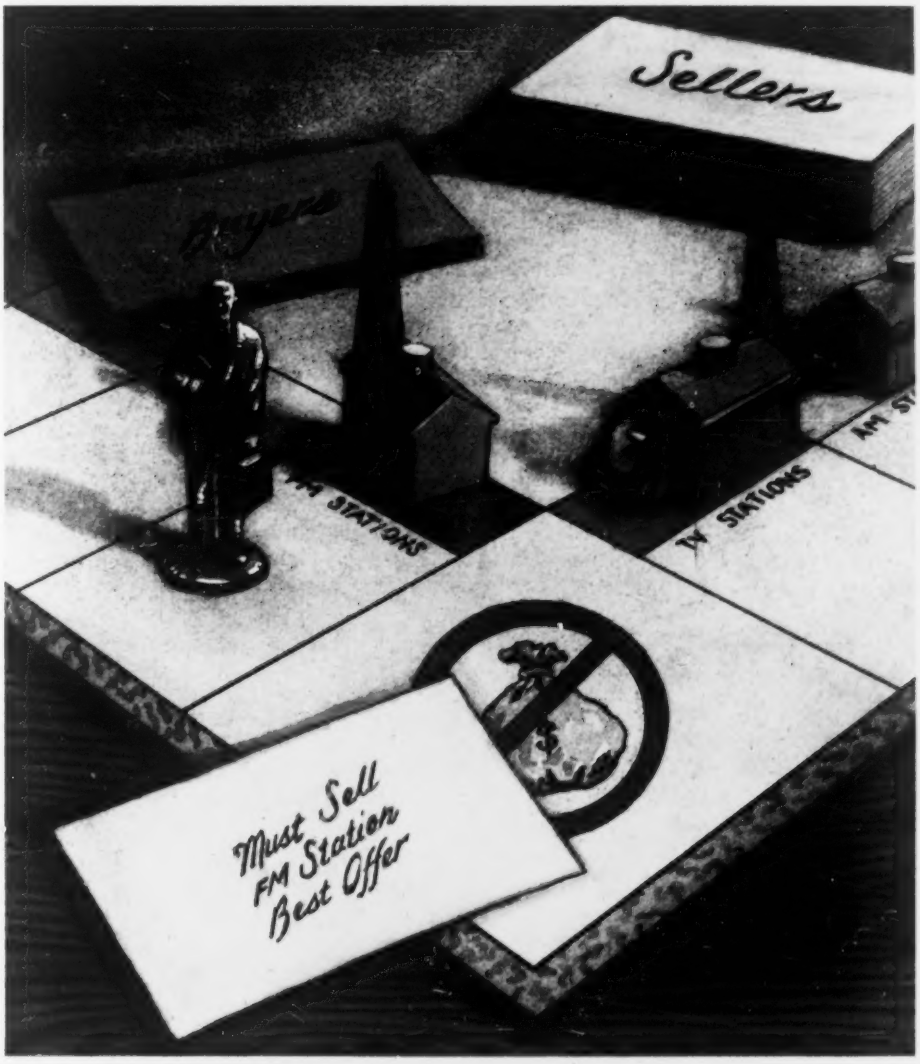

**NEWS DEPARTMENTS**

Business ..... 51
Cable ..... 38
Radio ..... 42
Technology ..... 54
Television ..... 30
Top of the Week ..... 3
Washington ..... 45

**FEATURE SECTIONS**

Bicoastal ..... 14
By the Numbers ..... 66
Changing Hands ..... 53
Closed Circuit ..... 13
Datebook ..... 56
Editorials ..... 82
Fates & Fortunes ..... 74
Fifth Estater ..... 73
For the Record ..... 68
In Brief ..... 80
Monday Memo ..... 79
Open Mike ..... 59
Ratings Week ..... 37
Special Report ..... 17

# STATION TRADING




## 1991 IS SLOWEST SELLING YEAR SINCE 1982

*Total dollar value of station sales fell to $1.01 billion, down 49% from 1990*

**By John Gallagher**

The downward trend in radio and television station sales that started in 1988 continued in 1991, with the year down substantially from 1990. It was the slowest trading market since 1982, the last time the U.S. economy was in a recession.

The numbers are sobering. According to BROADCASTING's tracking of sales approved by the FCC last year, standalone and AM-FM combination radio deals in 1991 totaled $534 million, down 38% from 1990's $869 million. TV sales took a 61% plunge from $697 million in sales in 1990 to $273 million in 1991. Group sales, which represent deals that included two or more standalone radio and/or TV's, were down 50%, from $411 million in 1990 to $206 million in 1991.

In terms of number of transactions, approved TV trades dropped from 58 in 1990 to 38 in 1991; AM-FM combinations went from 199 to 169; FM

standalones dropped from 238 to 169, and AM standalones decreased to 253 from 278.

"It used to be," said broker Frank Kalil of Kalil & Co., "the morning man would call me from some radio station in Tupelo, Miss., and say: 'I've been here 12 years, it's time for me to own my own radio station, I know I could do a good job, how do I do it?' And the answer today is: 'You don't. You're stuck.' "

### It should only get better

The upside is the fact that media brokers generally agree that any uncertainty in the marketplace has been replaced by an acceptance of reality and that the market has, for the most part, bottomed out. Also, most brokers see business picking up to a degree, somewhere around the middle of the year.

Their counterparts in the agency business don't necessarily agree with that assessment. While an election/Olympic year usually means increased advertising spending, this year media buyers and industry forecasters expect advertisers to shift current ad budgets around instead of increasing budgets overall. Most significantly, true station values and cash flow multiples are emerging from the industry shakeout of the past 18 months.

"There's nothing wrong with the broadcasting business," said broker Mitt Younts, president of Media Services Group. "It's a top-line problem, which means the revenues are down, [and] it shows up on the bottom line. If retail sales pick up, people start spending money—then retailers will start advertising again, and it starts to flow down to the business."

"[Advertising] is really the steam engine that drives our business," said broker Dick Forman. "The advertising marketplace in 1991 was probably the worst in the last 30 years. Until that returns...business is not going to be what it once was."

Vanished from the industry is the "greater fool" theory, that there will always be another speculator willing to pay a higher price for a station; in its place is the prospect that station buyers will most likely be either those currently in the industry buying for strategic purposes or someone entering broadcasting with the intent to stay. Whatever their purpose, buyers will reap the benefits of the best prices in years. But they'll need equity.

### The search for money

"You can only borrow four-and-a-half to five times cash flow now, if you can find a bank that's interested in your kind of deal," said Jim Blackburn of Blackburn & Co.

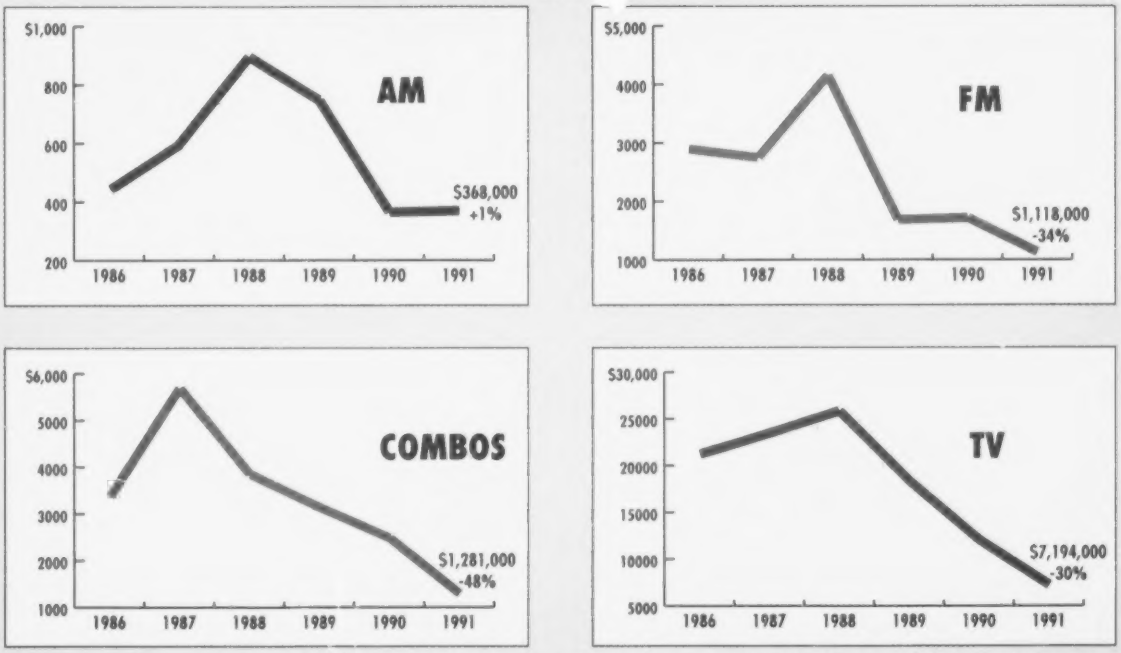
"Standalone deals are going to take 30%-40% equity, or they're not going to get done," said broker Ted Hepburn.

In 1991, many banks were burned by overleveraged loans, and are adjusting accordingly. "Lenders don't want to hear about exit strategies anymore. They're all taking the position of Alan Griffith [president of the Bank of New York]: 'We loan cash, we like to be paid back in cash.' In a way, long term, that's good for the brokerage business...there are going to be fewer deals falling apart."

Society Bank in Cleveland and Bank of New York continue to offer

## STILL FALLING IN 1991

### AVERAGE STATION PRICES




The charts represent the average price (in thousands of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations and TV stations over the past six years, according to sales data collected by Broadcasting. Stations sold as part of group deals are not included in averages due to unavailability of individual prices.

financing for quality stations and qualified buyers. Banks that had previously backed off may be willing to test the waters again; Media Venture Partner's Elliot Evers has seen renewed interest from Union Bank and Security Pacific Merchant Bank, based in Los Angeles, and Bank of Boston.

Bill Steding of Star Media does not think lenders will return to the broadcast industry until they have a guarantee they can recover their interest in a station; that is, until the FCC changes its policy on broadcast licenses. "The FCC has got to grant [lenders] a more perfect security interest in the FCC license...so that...in the disaster scenario, their exit strategy is protected. [Lenders] are pissed." The FCC, recently under increased pressure from banks for a rulemaking on the issue, has yet to reach a consensus.

Station value multiples across the board have settled into the seven to seven-and-a-half times trailing cash flow range for radio, a notch higher for TV. Station owners "are coming to grips with what values not only are currently but what they are likely to be for the next several years," said broker Gary Stevens. "If there's a desire to sell now, they're going to do it. If they have the luxury of being able to hang around because they don't need to sell under pressure...I think we're going to lapse back into the sort of operating mode that we saw in the 1960's, '70s and early '80s."

Regional brokers Jerry Johnson of Johnson Communication Properties Inc., Minneapolis, and Richard Kozacko of Kozacko-Horton, Elmira, N.Y., may already be in step. Johnson says he's seen more activity so far in 1992 than in the same period last year. "I suspect it's going to be a lot better than last year, maybe double."

"It's become quite busy," said Kozacko, who was recently contacted by former broadcasters with capital looking to get back into the market. "We were not getting these calls six months ago."

### Deals done in '91

Emmis Broadcasting Corp. was able to make lucrative agreements despite the drop in values. It paid Doubleday & Co. $54 million for WAVA(FM) Washington and WFAN(AM)-WHQT(FM) New York in 1986; last June, Salem Communications bought WAVA for $20 million, and in December WFAN(AM) went to Infinity Broadcasting Corp. for $70 million, a record for an AM. Infinity recently filed to make a public stock offering. "Not only was [WFAN] a good business for [Infinity President Mel Karmazin] to obtain," said Stevens, "but it also is the driving force in re-entering the public market." Noted Evers: "One thing has certainly been proven: in a down time, the flight to quality is incredible."

The Mahlman Co. and Chapin Enterprises co-brokered one of the largest radio deals completed to date, WDVE(FM) Pittsburgh and WFBQ(FM)-WNDE(AM) Indianapolis, purchased by Frank Wood's Broadcast Alchemy from Great American Broadcasting Co. for $52 million; it closed Jan 31. Financing was in place from beginning to end, a "textbook deal," said Bob Mahlman Jr.

Communications Equity Associates Inc. and Crisler Capital represented River City Television Partners in adding independent television stations in Des Moines (KDSM[TV]) and Indianapolis (WTTV[TV]) for a total of $50.6 million. According to Ben La Rue of H.B. La Rue Media Brokers, the gap in market share between independents and affiliates is narrowing, with a corresponding increase in the value of the independent.

"If you look in the typical market, you're paying one-sixth or one-fifth" the price of a network affiliate as you would for a Fox station, and affiliate market share, La Rue said, has decreased 30% in the last five years to 60%. Add to that decreasing network compensation and increasing competition from cable and independent television seems an attractive long-term investment.

Television broker Howard Stark conceded that independent TV is making gains on the affiliates, but pointed out that 95% of the TV markets are still dominated by the networks. Jeanette Tully of Communications Equity Associates added that "some of the independent operators...have expressed an interest in buying affiliate stations. They realize they know how to market their product...they've had to work harder to get where they are today, and...they think that with that same style of management and marketing they can take an affiliate and make it more profitable."

### The overcompetition problem

According to Blackburn, the real problem in the broadcasting industry is not availability of funds or ability to pay back debt; it is overcompetition, especially for FM stations. The answer, he asserts, is consolidation, and many in the industry agree. His company filed comments at the FCC (and solicited broadcasters to do the same) backing a revision of the commission's "antiquated" rules on ownership limits, duopoly (allowing more than one type of service to a market), and on local marketing agreements. Until the FCC acts, Blackburn said, it will be impossible to obtain financing for an unprofitable station in a high-growth middle market. ■

# CABLE MAKES A COMEBACK

*'91 sales pick up after sluggish 1990; buyers looking at cash flow multiples, rather than per-subscriber figures*

**By Sharon D. Moshavi**

The art of the deal came back into vogue in 1991, with the languid cable system market rebounding in both activity and price, although largely waiting until the latter part of the year to do so.

Unlike 1990, which saw only four system sales involving more than 10,000 subscribers (BROADCASTING, Feb. 11, 1991), 1991 saw about two dozen 10,000-plus subscribers deals.

September's Cencom Cable purchase by Hallmark's Crown Media, which was estimated between $1,900 and $2,300 per subscriber, was heralded as the first major deal of the rebounding market. But subsequent deals did not automatically go up to Cencom's per-subscriber price. After the 1980's, when all systems were similarly valued, the market has finally settled down to a point where each

# 38 YEARS OF STATION TRANSACTIONS

*Dollar volume of transactions approved by FCC (Number of stations changing hands)*

| YEAR | RADIO ONLY | GROUPS* | TV ONLY | TOTAL |
|---|---|---|---|---|
| **1991** | **534,694,500 (793)** | **206,995,500 (61)** | **273,365,000 (38)** | **1,014,579,000** |
| 1990 | 868,636,700 (1045) | 411,037,150 (60) | 696,952,350 (75) | 1,976,626,100 |
| 1989 | 1,148,524,765 (663) | 533,599,078 (40) | 1,541,055,033 (84) | 3,235,436,376 |
| 1988 | 1,841,630,156 (845) | 1,326,250,000 (106) | 1,779,958,042 (70) | 4,947,838,198 |
| 1987 | 1,236,355,748 (775) | 4,610,965,000 (132) | 1,661,832,724 (59) | 7,509,154,473 |
| 1986 | 1,490,131,426 (959) | 1,993,021,955 (192) | 2,709,516,490 (128) | 6,192,669,871 |
| 1985 | 1,414,816,073 (1,558) | 962,450,000 (218) | 3,290,995,000 (99) | 5,668,261,073 |
| 1984 | 977,024,266 (782) | 234,500,000 (2) | 1,252,023,787 (82) | 2,118,056,053 |
| 1983 | 621,077,876 (669) | 332,000,000 (10) | 1,902,701,830 (61) | 2,854,895,356 |
| 1982 | 470,722,833 (597) | 0 (0) | 527,675,411 (30) | 998,398,244 |
| 1981 | 447,838,067 (625) | 78,400,000 (6) | 227,950,000 (24) | 754,188,067 |
| 1980 | 339,634,000 (424) | 27,000,000 (3) | 534,150,000 (35) | 876,084,000 |
| 1979 | 335,597,000 (546) | 463,500,000 (52) | 317,581,000 (47) | 1,116,648,000 |
| 1978 | 331,557,239 (586) | 30,450,000 (5) | 289,721,159 (51) | 651,728,398 |
| 1977 | 161,236,169 (344) | 0 (0) | 128,635,435 (25) | 289,871,604 |
| 1976 | 180,663,820 (413) | 1,800,000 (3) | 108,459,657 (32) | 290,923,477 |
| 1975 | 131,065,860 (363) | 0 (0) | 128,420,101 (22) | 259,485,961 |
| 1974 | 168,998,012 (369) | 19,800,000 (5) | 118,983,462 (24) | 307,781,474 |
| 1973 | 160,933,557 (352) | 2,812,444 (4) | 66,635,144 (25) | 230,381,145 |
| 1972 | 114,424,673 (239) | 0 (0) | 156,905,864 (37) | 271,330,537 |
| 1971 | 125,501,514 (270) | 750,000 (2) | 267,296,410 (27) | 393,547,924 |
| 1970 | 86,292,899 (268) | 1,038,465 (3) | 87,454,078 (19) | 174,785,442 |
| 1969 | 108,866,538 (343) | 35,037,000 (5) | 87,794,032 (32) | 231,697,570 |
| 1968 | 71,310,709 (316) | 47,556,634 (9) | 33,588,069 (20) | 152,455,412 |
| 1967 | 59,670,053 (316) | 32,086,297 (9) | 80,316,223 (30) | 172,072,573 |
| 1966 | 76,633,762 (367) | 28,510,500 (11) | 30,574,054 (31) | 135,718,316 |
| 1965 | 55,933,300 (389) | 49,756,993 (15) | 29,433,473 (32) | 135,123,766 |
| 1964 | 52,296,480 (430) | 67,185,762 (20) | 86,274,494 (36) | 205,756,736 |
| 1963 | 43,457,584 (305) | 25,045,726 (3) | 36,799,768 (16) | 105,303,078 |
| 1962 | 59,912,520 (306) | 18,822,745 (8) | 23,007,638 (16) | 101,742,903 |
| 1961 | 55,532,516 (282) | 42,103,708 (13) | 31,167,943(24) | 128,804,167 |
| 1960 | 51,763,285 (345) | 24,648,400 (10) | 22,930,225 (21) | 99,341,910 |
| 1959 | 65,544,653 (436) | 42,724,727 (15) | 15,227,201 (21) | 123,496,581 |
| 1958 | 49,868,123 (407) | 60,872,618 (17) | 16,796,285 (23) | 127,537,026 |
| 1957 | 48,207,470 (357) | 47,490,884 (28) | 28,489,206 (38) | 124,187,660 |
| 1956 | 32,563,378 (316) | 65,212,055 (24) | 17,830,395 (21) | 115,605,828 |
| 1955 | 27,333,104 (242) | 22,351,602 (11) | 23,394,660 (29) | 73,079,366 |
| 1954 | $10,224,047 (187) | $26,213,323 (18) | $23,906,760 (27) | $60,344,130 |
| **Total** | $13,521,780,175 | $11,664,993,066 | $18,382,433,153 | $43,569,206,394 |

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number of stations traded. Now AM-FM combinations are counted as two stations.

*Figures represent group deals involving combinations of radio and TV stations, multiple TV stations or multiple radio stations. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales.

general partner, InterMedia Partners. While system valuations were within a $400 range during the go-go 1980's, valuations now range as wide as $1,500, he says.

But what most buyers are looking at now are cash flow multiples, not per-subscriber prices, and those are said to be running essentially even across the board. The Cencom buy and other major deals, such as the Providence Journal Co.'s $330 million buy of King Broadcasting's cable properties early in 1991, have been at an estimated 10 to 11 times running cash flow. Although per-subscriber price will likely rise in 1992 because cash flows will go up, few expect system valuation to go higher than the current 11 times cash flow to exceed 11 multiples of cash flow.

The King and Cencom deals were the two biggest straight sales of the year, but Tele-Communications Inc.'s nearly $2 billion buy of the remaining 46% of United Artists Entertainment stock it did not already own topped everything. Other major deals saw new equity players come in, most notably Kohlberg, Kravis, Roberts & Co., which established a fund with Cablevision Industries to buy cable systems. The two jumped in together to buy a Simmons Communications' California system for about $140 million. The $78 million purchase of Gilbert Media's Newark, N.J., system by Cablevision Systems and E.M. Warburg, Pincus & Co., Inc., was also notable.

While the cable market started picking up, the three main cable brokerages were down in terms of total deals and revenues, since some of the biggest deals, including King and Cencom, went looking elsewhere. Communications Equity Associates did eight cable deals worth $146 million, compared with 27 deals worth $503 million in 1990, with $445 million of it in straight cable transactions. Daniels & Associates went from 24 deals worth $1.3 billion in 1990 to 20 deals worth $418 million in 1991. And Waller Capital Corp., which closed 10 deals worth $497 million in 1990, closed eight deals worth $84 million. Chairman John Waller says that six deals announced in 1991 are still pending, which, when closed, will bring the 1991 dollar figure up to $490 million.

Waller is optimistic about 1992. "We're busier now than we have been in the last two years combined. The banks are, by and large, coming back to a degree, and there's a lot more outside equity coming in," he says. Two Waller Capital deals, the Warburg-Cablevision Newark sale and the Time Warner-Cox Cable buy of the Staten Island, N.Y. system, are evidence that financing is coming back, according to Waller.

Driving sales and interest from outside equity participants are the new business opportunities being perceived by potential buyers, according to Waller. The potential for non-subscriber revenues, such as pay per view, local advertising and cellular telephony, are what is driving the recent deals, he says.

Significantly more capital will be available for cable in 1992 than there was in 1991, agrees Don Russell, president, CEA. The 1992 market will also be helped by the drop in interest rates that came at the end of 1991, and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what he terms a comeback for the junk bond market for larger MSO's. As for the volume of deals that will actually get done in 1992, Russell is loath to make any predictions. The state of the economy and the continued specter of cable reregulation could have some impact, he and Waller both say.

Cable's technological advancements and recession resistance in 1992 should help attract outside equity, particularly foreign investors, according to Hindery. "Fiber, compression, HDTV—that's all exciting stuff if you're motivated in those directions like these offshore companies are," he says.

CEA's Russell points to increased interest by Asian investors; 1991 was, after all, the year C. Itoh and Toshiba bought into Time Warner. Hindery's own InterMedia Partners has brought in Sumitomo as an investor, and sources say the government of Singapore also has a stake in the company.

The dealmaking environment of the 1990's, whether involving industry or outside investors, is one in which both buyer and seller are taking much longer to negotiate and close sales than they used to, and that is for the better, according to InterMedia's Hindery. "We prefer this structure, as opposed to an auction environment. It rewards thoughtfulness as opposed to aggressiveness." ■

# 1991 MILLION-DOLLAR (AND UP) DEALS

BROADCASTING's weekly tracking of station trading recorded the following transactions of at least $1 million approved by the FCC in 1991.

The list includes some deals that were approved but, for one reason or another, may not have closed before the end of the year.

## GROUPS

***Price:*** **$400 million (approximate)**
**KING-TV Seattle and KREM-TV Spokane, both Wash.; KGW-TV Portland, Ore.; KTVB(TV) Boise, Idaho, and KHNL(TV) Honolulu, KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii**
***Seller:*** King Broadcasting Co.
***Buyer:*** King Holding Corp. (owned 50% each by Providence Journal Co. and Kelso Partners IV)

***Price:*** **$52 million**
**WDVE(FM) Pittsburgh and WNDE(AM)-WTBQ(FM) Indianapolis**
***Seller:*** Great American Television & Radio
***Buyer:*** Broadcast Alchemy Ltd.

***Price:*** **$30 million (approximate)**
**WPTF-TV Durham, WMXF-AM-FM Laurinburg, WPTF(AM)-WQDR(FM) Raleigh, all North Carolina**
***Seller:*** Durham Corp.
***Buyer:*** F.S.F. Acquisition Corp.

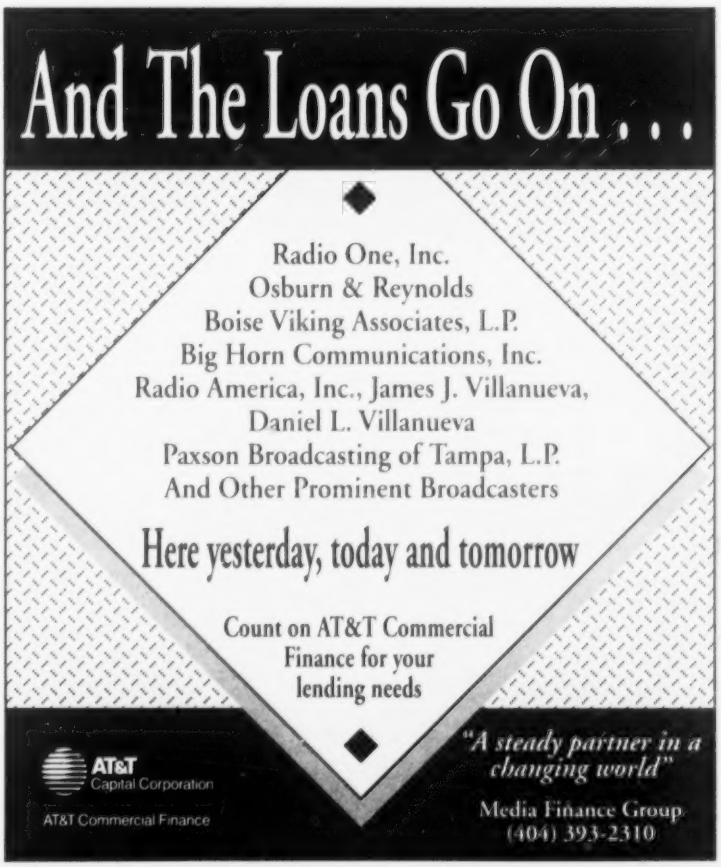
***Price:*** **$28 million**
**WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton, all Virginia**
***Seller:*** Edens Broadcasting Inc.
***Buyer:*** Force II Communications LP

***Price:*** **$17.675 million**
**KOCM(FM) Newport Beach and KSRF(FM) Santa Monica, both California**
***Seller:*** Ocean Broadcasting Inc.
***Buyer:*** Brentwood Communications Ltd.

***Price:*** **$14.14 million**
**KCOW(AM)-KAAQ(FM) Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska; KLOE(AM)-KKCI(FM) Goodland, KWBW(AM)-KHUT(FM) Hutchinson, KAYS(AM) and KHAZ(FM) both Hays and KHOK(FM) Great Bend, all Kansas, and KFEQ(AM) St. Joseph, Mo.**
***Seller:*** Ross Beach
***Buyer:*** Robert E. Schmidt

***Price:*** **$9 million**
**KDBN(AM) Dallas and KMEZ-FM Fort Worth**
***Seller:*** Gilmore Broadcasting Corp.
***Buyer:*** Granum Acquisition Corp.

***Price:*** **$7.6 million**
**WEUX(TV) Chippewa Falls, WLAX(TV) La Crosse and WBGA(TV) Green Bay, all Wisconsin**
***Seller:*** Family Group Ltd. III
***Buyer:*** Aries Telecommunication Corp.



And The Loans Go On . . .
Radio One, Inc.
Osburn & Reynolds
Boise Viking Associates, L.P.
Big Horn Communications, Inc.
Radio America, Inc., James J. Villanueva,
Daniel L. Villanueva
Paxson Broadcasting of Tampa, L.P.
And Other Prominent Broadcasters
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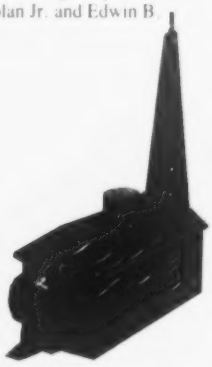
*Price:* **$4.445 million**
**WTTB(AM)-WGYL(FM) Vero Beach, Fla., and WQRC(FM) Barnstable, Mass.**
*Seller:* Development Specialists Inc.
*Buyer:* Treasure Coast Broadcasting Co.

*Price:* **$4.1 million**
**KPAY-AM-FM Chico, Calif., and KPNW-AM-FM Eugene, Ore.**
*Seller:* Richardson Broadcasting Co.
*Buyer:* McCoy Broadcasting Co.

*Price:* **$3 million plus liabilities**
**WSUR-TV Ponce and WLII(TV) Caguas, both Puerto Rico**
*Seller:* Teleonce Corp.
*Buyer:* Estrella Brillante Ltd.

*Price:* **$1.25 million**
**KRLD(AM) Dallas and KODA(FM) Houston**
*Seller:* Metropolitan Broadcasting Corp.
*Buyer:* Legacy Broadcasting Partnership II

*Price:* **$1.007 million**
**KELD(AM)-KAYZ(FM) El Dorado and KKIX(FM) Fayetteville, both Arkansas; KYKK(AM)-KZOR(FM) Hobbs, N.M., and KKTX-AM-FM Kilgore, Tex.**
*Seller:* Noalmark Broadcasting Corp.
*Buyer:* William C. Nolan Jr. and Edwin B. Alderson Jr.



# TV's

## ALABAMA

**WCFT-TV Tuscaloosa**
*Seller:* Beacon Broadcasters Ltd.
*Buyer:* Federal Broadcasting Co.
*Price:* **$7.5 million**

## ARIZONA

**KYEL-TV Yuma**
*Seller:* Beacon Broadcasters Ltd.
*Buyer:* KB Media Inc.
*Price:* **$1.4 million**

## ARKANSAS

**KPOM-TV Fort Smith (with satellite KFAA[TV] Rogers)**
*Seller:* J.D.G. Television Inc.
*Buyer:* Westark Broadcasting Ltd.
*Price:* **$4.383 million**

**KLRT(TV) Little Rock**
*Seller:* Little Rock Communications Association
*Buyer:* Clear Channel Television of Little Rock
*Price:* **$6.6 million**

## CALIFORNIA

**KADY-TV Oxnard**
*Seller:* McGregor Holding Corp. and E-II Holdings
*Buyer:* HBC Holdings Inc.
*Price:* **$3.8 million**

## FLORIDA

**WTVX(TV) Fort Pierce**
*Seller:* WTVW Inc.
*Buyer:* Krypton Broadcasting Corp.
*Price:* **$8 million**

## INDIANA

**WTTV(TV) Bloomington (with satellite WTTK[TV] Kokomo)**
*Seller:* WTTV Inc.
*Buyer:* Atlantic Broadcasting Co.
*Price:* **$37 million**

## IOWA

**KLJB-TV Davenport**
*Seller:* Davenport Communications Ltd.
*Buyer:* Quad Cities Television Acquisition
*Price:* **$3.706 million**

**KDSM-TV Des Moines**
*Seller:* Duchossois Communications Co.
*Buyer:* River City Television Partners Ltd.
*Price:* **$1.36 million**

## KENTUCKY

**WTVQ-TV Lexington**
*Seller:* Shamrock Broadcasting Inc.
*Buyer:* Park Communications
*Price:* **$11 million**

## MICHIGAN

**WTLJ(TV) Muskegon**
*Seller:* Miami Valley Christian TV Inc.
*Buyer:* Video Mall Communications Inc.
*Price:* **$2 million**

## MISSISSIPPI

**WXVT-TV Greenville**
*Seller:* Big River Broadcasting Co. of Greenville
*Buyer:* Greenville Television Inc.
*Price:* **$1.43 million**

**WXXV-TV Gulfport**
*Seller:* AmSouth Realty Inc.
*Buyer:* Prime Cities Broadcasters Corp. of Mississippi
*Price:* **$3.2 million**

**WVSB-TV West Point**
*Seller:* Venture Systems Inc.
*Buyer:* Love Communications Co.
*Price:* **$1.65 million**

## NEW HAMPSHIRE

**WNHT(TV) Concord, N.H.**
*Seller:* Thomas J. Flatley
*Buyer:* Rogue Television Corp.
*Price:* **$1.5 million**

## NEW YORK

**WOCD(TV) Amsterdam**
*Seller:* Amsterdam Broadcasting Co.
*Buyer:* LG Communications
*Price:* **$2.5 million**


*January 29, 1992*

Shamrock Broadcasting, Inc.

*has completed the sale of the assets of*

ABC affiliate

WTVQ TV

Lexington, KY

*to*

Park Communications

*The undersigned initiated this transaction on behalf of the seller and assisted both parties in the negotiations*

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*Todd Hepburn, Vice-President*
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**WOKR(TV) Rochester**
*Seller:* WOKR Partners
*Buyer:* Hughes Broadcasting Partners
*Price:* **$50 million**

**WKTV(TV) Utica**
*Seller:* Harron Communications Corp.
*Buyer:* Smith Television of NY Inc.
*Price:* **$10 million**

## NORTH CAROLINA

**WKFT(TV) Fayetteville**
*Seller:* SJL Associates Ltd.
*Buyer:* Delta Broadcasting Inc.
*Price:* **$1.4 million**

**WLXI-TV Greensboro**
*Seller:* Trinity Broadcasting Network Inc.
*Buyer:* Radiant Life Ministries Inc.
*Price:* **$1.9 million**

**WGHP-TV High Point**
*Seller:* Taft Broadcasting Partners Ltd.
*Buyer:* Great American Television & Radio
*Price:* **$28 million**

## OKLAHOMA

**KOKH-TV Oklahoma City**
*Seller:* Busse Broadcasting Corp.
*Buyer:* KOKH Acquisition Corp.
*Price:* **$7 million**

## PENNSYLVANIA

**WPGH-TV Pittsburgh**
*Seller:* Channel 53 Licensee Inc.
*Buyer:* Sinclair Broadcast Group Inc.
*Price:* **$55 million**

## PUERTO RICO

**WSTE(TV) Ponce, P.R.**
*Seller:* Channel 7 Inc.
*Buyer:* Siete Grand Television Inc.
*Price:* **$6 million**

## TENNESSEE

**WJFB(TV) Lebanon (Nashville)**
*Seller:* Bryant Communications Inc.
*Buyer:* James W. and Lorianne C. Owens
*Price:* **$1.5 million**

**WTVF(TV) Nashville**
*Seller:* H&C Communications Inc.
*Buyer:* Landmark Television Inc.
*Price:* **$46 million**

## TEXAS

**KCIT(TV) Amarillo**
*Seller:* Ralph C. Wilson Industries
*Buyer:* KCIT Acquisition Co.
*Price:* **$2.4 million**

**KTPX(TV) Odessa (with satellite KWAB Big Spring)**
*Seller:* James T. Taylor, receiver
*Buyer:* Midessa Television Co.
*Price:* **$4.85 million**

# AM-FM's

## ARIZONA

**KMEO-AM-FM Phoenix**
*Seller:* Group W Radio Inc.
*Buyer:* Bonneville International Corp.
*Price:* **$12 million**

## CALIFORNIA

**KBAS(AM)-KWAZ(FM) Bullhead City, Ariz.-Needles**
*Seller:* Calnevar Broadcasting Inc.
*Buyer:* Green River Broadcasting Corp.
*Price:* **$1.284 million**

**KFIG-AM-FM Fresno**
*Seller:* KLOK Radio Ltd.
*Buyer:* Headliner Radio Inc.
*Price:* **$2,116,640**

**KXDC-AM-FM Monterey-Carmel**
*Seller:* Western Media Group Corp.
*Buyer:* Joaquin Financial Group Inc.
*Price:* **$1.1 million**

**KSFO(AM)-KYA(FM) San Francisco**
*Seller:* KSFOKYA Inc.
*Buyer:* First Broadcasting Co.
*Price:* **$13 million**

**KSJX(AM)-KSJO(FM) San Jose**
*Seller:* Narragansett Broadcasting Co. of California Inc.
*Buyer:* Baycom Partners Ltd.
*Price:* **$5.4 million**

**KUHL(AM)-KXFM(FM) Santa Maria**
*Seller:* Great Electric Communications Inc.
*Buyer:* Blackhawk Communications Inc.
*Price:* **$1.15 million**

## COLORADO

**KVOR(AM)-KSPZ(FM) Colorado Springs**
*Seller:* Unistar Holdings Inc.
*Buyer:* SPZVOR Inc.
*Price:* **$1.5 million**

## FLORIDA

**WZAZ-AM-FM Jacksonville**
*Seller:* Thomas M. Baumer, transfer agent
*Buyer:* UNC Media Group Ltd.
*Price:* **$2.025 million**

**WCOA(AM)-WJLQ(FM) Pensacola**
*Seller:* Norman S. Drubner
*Buyer:* Brem Broadcasting
*Price:* **$2.23 million**

**WTKH(AM)-WHVE(FM) Pinellas Park-Sarasota**
*Seller:* Susquehanna Radio Corp.
*Buyer:* Paxson Broadcasting of Jacksonville
*Price:* **$6.4 million**

## GEORGIA

**WGGA-AM-FM Gainesville-Cleveland**
*Seller:* Gainesville Bank & Trust Co.
*Buyer:* Allied Media of Georgia Inc.
*Price:* **$1.15 million**

## HAWAII

**KQNG-AM-FM Lihue**
*Seller:* John Hutton Corp.
*Buyer:* Sanchez Communications Corp.
*Price:* **$1.5 million**

## ILLINOIS

**WAIT-AM-FM Crystal Lake**
*Seller:* Crystal Lake Radio Ltd.
*Buyer:* Pride Communications Ltd.
*Price:* **$2.2 million**

## INDIANA

**WHUT(AM)-WLHN(FM) Anderson**
*Seller:* Jeffrey Peek
*Buyer:* Anderson Radio
*Price:* **$1.5 million**

**WASK-AM-FM Lafayette**
*Seller:* Lafayette Broadcasting Inc.
*Buyer:* Schurz Communications Inc.
*Price:* **$8.25 million**

## IOWA

**KILJ-AM-FM Mt. Pleasant**
*Seller:* KILJ Inc.
*Buyer:* Mediacomm Inc.
*Price:* **$1.03 million**

**KMNS(AM)-KSEZ(FM) Sioux City**
*Seller:* Legend Communications of Iowa Ltd.
*Buyer:* Chesterman Communications Sioux City Inc.
*Price:* **$1.4 million**

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## KANSAS

**KSPG(AM)-KBUZ(FM) El Dorado**
*Seller:* Gary L. Violet
*Buyer:* New Life Fellowship Inc.
*Price:* **$1.05 million**

## KENTUCKY

**WPAD(AM)-WDDJ(FM) Paducah**
*Seller:* Radio Paducah Inc.
*Buyer:* Purchase Broadcasting Inc.
*Price:* **$1.8 million**

## MARYLAND

**WWIN-AM-FM Baltimore-Glen Burnie**
*Seller:* Communications Management National Ltd.
*Buyer:* Almic Broadcasting Inc.
*Price:* **$4.7 million**

## MICHIGAN

**WOOD-AM-FM Grand Rapids**
*Seller:* United Artists Broadcast Properties
*Buyer:* Holberg Partnership
*Price:* **$10.5 million**

## MISSISSIPPI

**WALI(AM)-WROG(FM) Cumberland**
*Seller:* Tschudy Communications Corp
*Buyer:* James P. O'Leary, et al.
*Price:* **$1.8 million**

## MONTANA

**KGHL(AM)-KIDX(FM) Billings**
*Seller:* Sunrise-Montana Inc.
*Buyer:* Pegasus Broadcasting of Billings Inc.
*Price:* **$1 million**

## NEBRASKA

**KRGI-AM-FM Grand Island**
*Seller:* KRGI Inc.
*Buyer:* JRK Broadcasting Ltd.
*Price:* **$1.95 million**

## NEVADA

**KHIT(AM)-KIIQ(FM) Sun Valley-Reno**
*Seller:* Media Venture Management Inc.
*Buyer:* Radio Reno Inc.
*Price:* **$1 million**

## NEW MEXICO

**KZKL-AM-FM Albuquerque**
*Seller:* AM-FM Communications Inc.
*Buyer:* Coronado Broadcasters Ltd. Inc.
*Price:* **$1.3 million**

## NEW YORK

**WKRT(AM)-WNYP(FM) Cortland**
*Seller:* Sun Radio Broadcasting Inc.
*Buyer:* Northstar Broadcasting Corp.
*Price:* **$1.1 million**

**WEBO(AM)-WQXT(FM) Owego**
*Seller:* Frank E. Penny
*Buyer:* David E. and Roberta E. Stark, husband and wife
*Price:* **$1.24 million**

**WIBX(AM)-WLZW(FM) Utica**
*Seller:* Maritime Broadcasting Associates Ltd.
*Buyer:* 950 Communications Corp.
*Price:* **$1.3 million**

## NORTH DAKOTA

**KFGO-AM-FM Fargo**
*Seller:* KFGO Inc.
*Buyer:* Mid-States Development Inc.
*Price:* **$1 million (in stock)**

## OKLAHOMA

**KVSO(AM)-KKAJ(FM) Ardmore**
*Seller:* Sunburst Broadcasting Inc.
*Buyer:* Carter County Broadcasting Inc.
*Price:* **$1.28 million**

## SOUTH CAROLINA

**WQIZ(AM)-WKQB(FM) St. George-North Charleston**
*Seller:* Trident Communications Corp.
*Buyer:* Lowcountry Media Inc.
*Price:* **$1.5 million**

## TENNESSEE

**WTJS(AM)-WTNV(FM) Jackson**
*Seller:* Currey Broadcasting Corp.
*Buyer:* The American Network Group
*Price:* **$4 million**

## TEXAS

**KLVI(AM)-KYKR-FM Beaumont-Port Arthur**
*Seller:* Hicks Broadcasting Corp.
*Buyer:* Texstar Communications Partners Ltd.
*Price:* **$1.8 million**

**KMHT-AM-FM Marshall**
*Seller:* Bayou Broadcasting Inc.
*Buyer:* Marshall Media Inc.
*Price:* **$1.016 million**

## VIRGINIA

**WUSQ-AM-FM Winchester**
*Seller:* The Holt Corp of New Mexico Inc.
*Buyer:* Benchmark Radio Acquisition
*Price:* **$3.65 million**

## WASHINGTON

**KING-AM-FM Seattle**
*Seller:* KING-AM-FM Inc.
*Buyer:* Classic Radio Inc.
*Price:* **$9.75 million**

## WISCONSIN

**WEKZ-AM-FM Monroe**
*Seller:* Green County Broadcasting Corp.
*Buyer:* Stateline Partnership
*Price:* **$1.65 million**

**WMAD-AM-FM Sun Prairie**
*Seller:* First Choice Communications Inc.
*Buyer:* DPC Inc., subsidiary of Bank of Sun Prairie
*Price:* **$3.22 million**

**WKKV-AM-FM Racine**
*Seller:* Three Chiefs Company Inc.
*Buyer:* UNC Media of Milwaukee Inc.
*Price:* **$3.175 million**

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# FM's

## ARIZONA

**KESZ(FM) Phoenix**
*Seller:* Duffy II Corp.
*Buyer:* Arizona Television Co.
*Price:* **$10.4 million**

## CALIFORNIA

**KMLO(FM) Fallbrook**
*Seller:* Galaxy Broadcasting Group
*Buyer:* KMLO Inc.
*Price:* **$1.25 million**

**KWSS(FM) Gilroy (San Jose)**
*Seller:* Shamrock Broadcasting Inc.
*Buyer:* KOOL Communications Inc.
*Price:* **$4.5 million**

**KRMX(FM) San Diego**
*Seller:* Sandusky Radio of Southern California Inc.
*Buyer:* San Diego Broadcasting Corp.
*Price:* **$10.1 million**

**KRZQ-FM Tahoe City (Reno), Calif.**
*Seller:* Mid South Broadcasting Co.
*Buyer:* Gordon Holdings Inc.
*Price:* **$1.5 million**

## FLORIDA

**WCRJ-FM Jacksonville**
*Seller:* WCRJ Inc.
*Buyer:* Paxson Broadcasting of Jacksonville
*Price:* **$2.8 million**

**WMMO(FM) Orlando**
*Seller:* Radio Orlando
*Buyer:* Granum Communications Inc.
*Price:* **$8.15 million**

**WGNE-FM Titusville**
*Seller:* SBG Communications of Florida Inc.
*Buyer:* Southern Starr Ltd.
*Price:* **$3.5 million**

## ILLINOIS

**WTYE-FM Chicago**
*Seller:* Summit-Chicago Broadcasting Corp.
*Buyer:* Major Broadcasting Inc.
*Price:* **$19 million**

**WXKX(FM) Jerseyville (St. Louis)**
*Seller:* Don Cavaleri
*Buyer:* Zimco Inc.
*Price:* **$1.856 million**

## INDIANA

**WWJY(FM) Crown Point**
*Seller:* Meyer Broadcasting Corp.
*Buyer:* Brown Brothers Communications Inc.
*Price:* **$1 million**

## KANSAS

**KHUM(FM) Ottawa**
*Seller:* Shaffer Broadcasting Systems Inc.
*Buyer:* American Broadcasting Systems Inc.
*Price:* **$2.3 million**

## LOUISIANA

**KRVV-FM Bastrop (Monroe)**
*Seller:* My Cue Broadcasting Inc.
*Buyer:* Holladay Broadcasting of Louisiana Inc.
*Price:* **$1.04 million**

## MAINE

**WWFX(FM) Belfast**
*Seller:* Belfast Broadcasting Corp.
*Buyer:* Union Financial Services Inc.
*Price:* **$1 million**

## MICHIGAN

**WDFX(FM) Detroit**
*Seller:* WDTX Inc.
*Buyer:* WDFX Ltd.
*Price:* **$10.9 million**

## MINNESOTA

**WLOL(FM) Minneapolis**
*Seller:* Emmis FM Broadcasting Corp. of Minnesota
*Buyer:* Minnesota Public Radio Inc.
*Price:* **$12 million**

## MISSOURI

**KXXR(FM) Liberty (Kansas City)**
*Seller:* Olympia Broadcasting Corp.
*Buyer:* Capital Broadcasting Inc.
*Price:* **$2.6 million**

## NEBRASKA

**KLDZ(FM) Lincoln**
*Seller:* Kempff Communications Co.
*Buyer:* Radio Lincoln Inc.
*Price:* **$1.134 million**

## NEVADA

**KMMK(FM) Las Vegas**
*Seller:* Intermart Broadcasting of Las Vegas Inc.
*Buyer:* George Tobin
*Price:* **$2 million**

## OHIO

**WGGA-FM Cleveland**
*Seller:* Communications Marketing Services Inc.
*Buyer:* Advantage Media Inc.
*Price:* **$1.18 million**

**WXMX(FM) Upper Arlington (Columbus)**
*Seller:* Twin Rivers Communications Ltd.
*Buyer:* Columbus Radio Ltd.
*Price:* **$2.5 million**

**WBYR(FM) Van Wert**
*Seller:* Atlantic Resources Corp.
*Buyer:* Southern Skies Corp.
*Price:* **$2.775 million**

## OKLAHOMA

**KZBB(FM) Poteau**
*Seller:* Arrow Communications Inc.
*Buyer:* Tate Communications Inc.
*Price:* **$1.5 million**

## PENNSYLVANIA

**WYCL(FM) Boyertown (Reading)**
*Seller:* Legend Communications of Pennsylvania Ltd.
*Buyer:* WDAC Radio Co.
*Price:* **$3 million**

## SOUTH CAROLINA

**WSYN(FM) Georgetown**
*Seller:* Beach Broadcasting of SC Inc.
*Buyer:* Sunny Broadcasters Inc.
*Price:* **$1.1 million**

## TENNESSEE

**WQZQ(FM) Dickson**
*Seller:* American Communications Inc.
*Buyer:* Montgomery Broadcasting Co.
*Price:* **$1.638 million**


Mayflower Broadcasting Corporation

*has acquired the assets of*

KKHR-FM

Anson/Abilene, Texas

*from*

George L. Chambers

Bob Austin, Vice President
*represented both parties in this transaction.*

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Al Perry (303) 239-6670
Bob Austin (303) 740-8424

**WGFX(FM) Gallatin**
*Seller:* Triangle Broadcasting Co.
*Buyer:* HAPA Inc.
*Price:* **$3.5 million**

**WKQQ-FM Tullahoma**
*Seller:* Fortune Media Communications Inc.
*Buyer:* Camellia Broadcasters Inc.
*Price:* **$3.6 million**

## TEXAS

**KMGC(FM) Dallas**
*Seller:* Shamrock Broadcasting Inc.
*Buyer:* Nationwide Communications Inc.
*Price:* **$11 million plus KWSS(FM) Gilroy (San Jose), Calif.**

**KRSR(FM) Dallas**
*Seller:* GWR Equity Holding Inc.
*Buyer:* Alliance Broadcasting Dallas Ltd.
*Price:* **$11 million**

**KBFM(FM) Edinburg**
*Seller:* Encore Communications Associates Ltd.
*Buyer:* May Broadcasting Inc.
*Price:* **$3.5 million**

**KAMA(FM) El Paso, Tex.**
*Seller:* Rio Bravo Broadcasting Corp.
*Buyer:* Dunn Broadcasting Co.
*Price:* **$1.8 million**

**KWFS(FM) Wichita Falls**
*Seller:* RadioSunGroup of Texas Inc.
*Buyer:* American General Media-Lubbock Inc.
*Price:* **$1.2 million**

## VIRGINIA

**WAVA-FM Arlington (Washington)**
*Seller:* Emmis FM Broadcasting Corporation of Washington
*Buyer:* Salem Communications Corp.
*Price:* **$20 million**

**WVGO(FM) Richmond**
*Seller:* Daytona Group of Virginia Inc.
*Buyer:* Benchmark Radio Acquisition
*Price:* **$4 million**

## WISCONSIN

**WZTR(FM) Milwaukee**
*Seller:* Mystar Communications Corp.
*Buyer:* Shockley Communications Corp.
*Price:* **$5.057 million**

# AM's

## CALIFORNIA

**KAZN(AM) Pasadena**
*Seller:* P.D&G Pacific Rim Broadcasting Ltd.
*Buyer:* Bang Kim and Edward A. Kim
*Price:* **$7.5 million**

**KFRC(AM) San Francisco**
*Seller:* South Jersey Radio Inc.
*Buyer:* Bedford Broadcasting Co.
*Price:* **$7.419 million**

## GEORGIA

**WGGA(AM) Gainesville**
*Seller:* WGGA Radio of Gainesville Inc.
*Buyer:* Advantage Media Inc.
*Price:* **$1.18 million**

## KENTUCKY

**WNBS(AM) Murray**
*Seller:* Murray Broadcasting Co.
*Buyer:* Keith Stubblefield, aka Troy Cory
*Price:* **$1.2 million**

## NEW JERSEY

**WNJR(AM) Newark**
*Seller:* Sound Radio Inc.
*Buyer:* N. John Douglas
*Price:* **$6.75 million**

## NORTH CAROLINA

**WPTF(AM) Raleigh**
*Seller:* Durham Life Broadcasting Inc.
*Buyer:* First State Communications Inc.
*Price:* **$5 million**

## PENNSYLVANIA

**WBUX(AM) Doylestown**
*Seller:* Central Bucks Broadcasting Co.
*Buyer:* Network Broadcasting Corp.
*Price:* **$1 million**

## PUERTO RICO

**WAPA(AM) San Juan**
*Seller:* The Hearst Corp.
*Buyer:* Carlos C. Ventura and Wilfredo G. Blanco
*Price:* **$1.82 million**

## TENNESSEE

**WXSS(AM) Memphis**
*Seller:* Bayou Broadcasting Inc.
*Buyer:* Marshall Media Inc.
*Price:* **$1.02 million**

## TEXAS

**KLIF(AM) Dallas**
*Seller:* KLIF Co.
*Buyer:* Greystone Broadcasting Inc.
*Price:* **$2 million**

## WASHINGTON

**KIXI(AM) Seattle**
*Seller:* Noble Broadcast of Seattle Inc.
*Buyer:* Sandusky Radio Group
*Price:* **$3.5 million**


# CLOSED !!!!

## THE #1 SALE OF 1992

## Billboard Magazine - Medium Market

## "Adult Contemporary Station of the Year" - 1991

## WMMO-FM, Orlando, Florida

Radio Orlando Partnership

to

Granum Communications, Inc.

## $8,150,000

THANKS TO EVERYONE THAT MADE IT HAPPEN:

James E. Martin, Jr.
Brody Timm
P. N. Radio
Harley Park
Trisha Fiero
Bruce Timm
Gary Smithwick, Esq.
Chuck Cooper
Herb McCord
Kohlberg, Kravis & Roberts
Chase Manhattan Bank
Michael Weinstein
Peter Ferrara
Larry Bernstein, Esq.
Jack Greeley, Esq.
Bob Poe

The undersigned initiated this transaction and assisted Radio Orlando in the negotiations.

*George Reed - Vice President - Jacksonville, Florida*

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backend distribution deal with CPT is the byproduct of an exclusive three-year, first-look motion picture development deal with Columbia Pictures Entertainment, which like CPT is a division of Sony Pictures Entertainment.

Lewis declined to identify or discuss the four pilots in development with CBS, but he confided that much of the new partnership's success in obtaining pilot commitments from CBS Entertainment President Jeff Sagansky is due to a long-standing relationship dating to Sagansky's stint as president of Tri-Star Pictures (also Sony-owned).

Lewis said that Trilogy will make its first-time entry into TV production with RHI serving as "financier" of the initial series projects. "It is a wonderful marriage for us," said Lewis.

RHI Entertainment is best known for its co-production (with Motown Productions) of CBS's highly acclaimed 1989-90 miniseries *Lonesome Dove*, and is currently casting and doing pre-production work on *Scarlett*, the made-for sequel to "Gone with the Wind." ■

## SYNDICATION UPDATE

### SOLOMON TO TWENTIETH

Confirming a report in BROADCASTING (Aug. 12 and Dec. 9, 1991), Twentieth Television has named Ken Solomon executive vice president and general sales manager, reporting to newly installed domestic TV President Greg Meidel. Solomon, who had been vice president of Eastern regional sales at Buena Vista Television since 1989, will be responsible for overseeing all sales and research operations in the U.S.

Solomon has long-standing links to Meidel and Twentieth Chairman Lucie Salhany, extending back to the mid-80's, when all three were senior TV executives at Paramount Domestic Television. Solomon joined Paramount in 1981 and was later named Eastern division manager in Paramount's New York sales office.

In related news, Twentieth also named Gerry Farrell vice president of research, reporting to Solomon. Farrell comes from MTM Entertainment, where he served as a research consultant for the previous two years.

### WBI/MITSUBISHI DEAL

Westinghouse Broadcasting International has entered into a production/distribution agreement with Mitsubishi International Corp. in which the latter becomes exclusive sales representative for WBI's programing catalogue in Japan. Additionally, the companies will be involved in co-production efforts for worldwide programing such as high-definition television (HDTV) co-productions, advertiser-supported shows and the expansion of satellite distribution in the Asian marketplace. Since 1990, WBI has been partnered with Mitsubishi in the co-production of *The WOWOW Entertainment Report*, the series produced in the U.S. exclusively for Japanese television.

### HEATING UP

MGM Domestic Television Distribution has sold its fall 1992 off-network syndication entry, *In the Heat of the Night*, to KTLA-TV Los Angeles, tallying its 97th market (representing 73% of the U.S.). MGM has now closed nine of the top 10 and 17 of the top 20 markets since opening the sales launch two months ago.

*'Heat's' Carroll O'Connor*

MGM officials say that KTLA-TV, a Tribune Broadcasting-owned station, is expected to commit an early-fringe time slot to the current NBC drama. Other new stations added to the *Heat* roster are WKCF-TV Orlando, KOIN-TV Portland, Ore., WTVZ-TV Norfolk, WXXA-TV Albany, WRLH-TV Richmond and WDBJ-TV Roanoke.

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 26. Numbers represent aggregate rating average/stations/% coverage)

| | |
|---|---|
| 1. Wheel Of Fortune | 15.9/223/98 |
| 2. Jeopardy! | 13.9/213/97 |
| 3. Oprah Winfrey Show | 11.2/220/99 |
| 4. Star Trek | 10.0/243/98 |
| 5. Entertainment Tonight | 9.5/186/96 |
| 6. Current Affair | 8.8/173/94 |
| 7. Wheel Of Fortune (Wknd) | 8.2/180/74 |
| 8. Married...With Children | 8.1/171/95 |
| 9. Cosby Show | 7.9/206/96 |
| 10. Donahue | 7.4/225/96 |
| 11. Inside Edition | 7.1/127/88 |
| 12. Sally Jessy Raphael | 6.2/208/97 |
| 12. WKRP in Cincinnati | 6.2/237/99 |
| 14. Super Bowl Special | 6.1/332/96 |
| 15. Hard Copy | 6.0/173/93 |

### MORE MARKETS

Samuel Goldwyn Television's fall 1992 half-hour weekly, *Why Didn't I Think of That?* has chalked up clearances in 35 markets—seven of the top 10—representing 45% of the U.S. Acccording to Dick Askin, president of Samuel Goldwyn Television, clearances include KABC-TV Los Angeles, WUSA-TV Washington, KPRC-TV Houston, KSDK-TV St. Louis, KOVR-TV Sacramento and WTNH-TV Hartford.

### SPORTS FANS

ITC Domestic Television has added three new markets to its station lineup for the syndicated weekly *The George Michael Sports Machine*. Signing up for the late-night weekend sports magazine are KRON-TV San Francisco, KSDK-TV St. Louis and WBTV-TV Charlotte.

Since picking up the distribution rights from NBC O&O WRC-TV Washington, D.C., ITC currently has the series cleared in 133 markets—including 42 of the top 50 markets—representing 85% of the U.S. All of the NBC O&O's (including WRC-TV) renewed the series for the 1992-93 seasons.

# Broadcasting's Ratings Week 4 Jan27-Feb2

| | ABC | CBS | NBC | FOX |
|---|---|---|---|---|
| **MONDAY** | 18.4/28 | 14.3/22 | 11.9/18 | NO PROGRAMING |
| 8:00 | | 9. Evening Shade 15.9/24 | 60. Story Behind the Story 9.2/14 | |
| 8:30 | | 13. Major Dad 15.3/23 | | |
| 9:00 | 5. American Music Awards 18.3/28 | 15. Murphy Brown 14.8/22 | 23. NBC Monday Night Movie—Back to the Streets of San Francisco 13.2/20 | |
| 9:30 | | | | |
| 10:00 | | 29. Northern Exposure 12.6/21 | | |
| 10:30 | | | | |
| **TUESDAY** | 13.4/22 | 12.4/20 | 11.4/18 | NO PROGRAMING |
| 8:00 | 7. Full House 17.2/27 | 16. Rescue: 911 14.4/22 | 35. In the Heat of the Night 12.0/18 | |
| 8:30 | 12. Capitol Critters 15.6/24 | | | |
| 9:00 | State of the Union Address | State of the Union Address | State of the Union Address | |
| 9:30 | | | | |
| 10:00 | 63. Homefront 8.8/16 | 52. America on the Line 10.1/18 | 45. Law and Order 11.0/20 | |
| 10:30 | | | | |
| **WEDNESDAY** | 13.7/22 | 11.6/19 | 14.0/22 | NO PROGRAMING |
| 8:00 | 43. Dinosaurs 11.3/18 | 45. Davis Rules 11.0/18 | 8. Unsolved Mysteries 17.0/26 | |
| 8:30 | 28. Wonder Years 12.8/20 | 56. Brooklyn Bridge 9.5/15 | | |
| 9:00 | 3. Barbara Walters Special 18.6/28 | 52. Jake and the Fatman 10.1/15 | 40. Seinfeld 11.5/18 | |
| 9:30 | | | | |
| 10:00 | 51. Civil Wars 10.4/18 | 17. 48 Hours 14.3/25 | 50. Nightmare Cafe 10.6/18 | |
| 10:30 | | | | |
| **THURSDAY** | 12.7/20 | 11.6/18 | 15.6/25 | 9.2/14 |
| 8:00 | | 38. Top Cops 11.6/18 | 14. Cosby 15.0/24 | 38. Simpsons 11.6/18 |
| 8:30 | 34. Columbo 12.1/19 | | 11. A Diffrnt World 15.7/25 | 74. Drexell's Class 7.2/11 |
| 9:00 | | 49. Street Stories 10.7/16 | 4. Cheers 18.4/28 | 61. Beverly Hills 90210 9.0/14 |
| 9:30 | | | 10. Wings 15.8/24 | |
| 10:00 | 20. Primetime Live 14.0/23 | 31. Knots Landing 12.4/21 | 18. L.A. Law 14.2/24 | |
| 10:30 | | | | |
| **FRIDAY** | 12.0/21 | 9.2/16 | 12.2/22 | 5.2/9 |
| 8:00 | 22. Family Matters 13.4/24 | 48. Rescue 911 10.8/19 | 31. Matlock 12.4/22 | 80. Fox Night at the Movies—Young Guns 5.2/9 |
| 8:30 | 42. Capitol Critters 11.4/20 | | | |
| 9:00 | 40. Baby Talk 11.5/20 | 66. Tequila and Bonetti 8.5/15 | | |
| 9:30 | 44. Billy* 11.1/19 | | | |
| 10:00 | 25. 20/20 12.2/22 | 68. Hearts Are Wild 8.2/15 | 43. In the Heat of the Night 11.7/21 | |
| 10:30 | | | | |
| **SATURDAY** | 6.7/12 | 8.4/15 | 11.7/21 | 8.8/15 |
| 8:00 | 77. Capitol Critters* 6.6/12 | 79. Bugs Bunny Sp 5.5/10 | 18. Golden Girls 14.2/25 | 65. Cops 8.7/15 |
| 8:30 | 69. Who's the Boss? 7.9/14 | | 45. Walter and Emily 11.0/19 | 56. Cops 2 9.5/16 |
| 9:00 | 76. Perfect Strngrs 6.8/12 | 61. CBS Saturday Movie—Sea of Love 9.0/16 | 20. Empty Nest 14.0/24 | 66. America's Most Wanted 8.5/15 |
| 9:30 | 70. Growing Pains 7.7/13 | | 36. Nurses 11.9/21 | |
| 10:00 | 72. Angie the Lieut. 7.6/14 | | 56. Sisters 9.5/18 | |
| 10:30 | 83. Lyndon Larouche 3.6/7 | | | |
| **SUNDAY** | 11.4/18 | 19.3/30 | 9.9/15 | 7.8/12 |
| 7:00 | 77. ABC News Special 6.5/10 | 1. 60 Minutes 22.0/36 | 81. Eerie, Indiana 4.5/8 | 73. True Colors 7.5/12 |
| 7:30 | | | 78. The Torkelsons 5.6/9 | 74. Parker Lewis 7.2/11 |
| 8:00 | 24. Am Fun Hme Vid 13.1/19 | 6. Murder She Wrote 17.5/26 | 63. Hot Country Nights 8.8/13 | 30. In Living Color 12.5/19 |
| 8:30 | | | | 59. Roc 9.3/14 |
| 9:00 | 26. ABC Sunday Night Movie—Indiana Jones and the Temple of Doom 13.0/20 | 2. CBS Sunday Movie—Hallmark's "O Pioneers!" 18.9/29 | 27. NBC Sunday Night Movie—Deadly Betrayal: Bruce Curtis 12.9/20 | 55. Married w/Childn 9.6/14 |
| 9:30 | | | | 70. Herman's Head 7.7/11 |
| 10:00 | | | | 81. Get a Life 4.5/7 |
| 10:30 | | | | 84. Charlie Hoover 3.2/5 |
| **WEEK'S AVGS** | 12.5/20 | 12.7/21 | 12.3/20 | 7.7/13 |
| **SSN. TO DATE** | 12.1/20 | 13.6/22 | 12.5/21 | 7.7/13 |

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

# Changing Hands

**This week's tabulation of station and system sales ($250,000 and above)**

**KYAK(AM)-KGOT(FM) Anchorage** □ Sold by Alaska Broadcast Communications Inc. to Alpha Broadcasting Corp. for $1.225 million. Purchase includes KIAK-AM-FM Fairbanks, Alaska. Station was purchased last year for same price. **Seller** is headed by E. Roy Paschal, and is licensee of three AM's and three FM's. **Buyer** is headed by David E. Hartman, and has no other broadcast interests. KYAK is full-timer with modern country format on 650 khz with 50 kw. KGOT has contemporary hit format on 101.3 mhz with 26 kw and antenna 66 feet below average terrain. KIAK(AM) has modern country format on 970 khz with 5 kw. KIAK-FM has top 40 format on 102.5 mhz with 25 kw and antenna 89.5 feet below average terrain.

**WZZC(FM) Benton, Pa.** □ CP sold by Holt Associates Group Inc. to Robert C. Cordaro Inc. for $540,000. **Seller** is headed by Arthur H. Holt, and has interest in WKAP(AM)-WZZO(FM) Allentown-Bethlehem, Pa. Holt Communications Corp. is licensee of two AM's and three FM's. **Buyer** is headed by Robert C. Cordaro, and has interests in licensee of WWAX(AM) Olyphant, Pa., and is permittee of WZZV(FM) Olyphant, Pa. WZZC has country format on 95.9 mhz with 3 kw and antenna 328 feet above average terrain.

**WLOP(AM)-WIFO(FM) Jesup, Ga.** □ Sold by Jesup Broadcasting Corp. to Charles W. Hubbard Jr. for $513,000. **Seller** is headed by Don Laduke and Garry M. Davidson. Davidson has interests in WDKD(AM)-WWKT-FM Kingstree and WPUB(AM)-WCAM(FM) Camden, both South Carolina. **Buyer** has no other broadcast interests. WLOP has country format on 1370 khz with 5 kw day and 36 w night. WIFO has AC format on 105.5 mhz with 3 kw and antenna 300 ft.

**KISK(FM) Lowell, Ark.** □ CP sold by Whitman Broadcasting Corp. to Zenith Broadcasting Corp. for $390,000. **Seller** is headed by Douglas R. Whitman, who is general manager of KKIX(FM) Fayetteville, Ark. **Buyer** is headed by Edwin B. Alderson Jr., who owns 35% stock of Noalmark Broadcasting Corp., licensee of three AM's and four FM's. KISK is allocated to 101.9 mhz with 50 kw and antenna 492 feet above average terrain.

**WKCI(FM) Hamden (New Haven), Ct.** □ Sold by Noble Broadcast Group to Clear Channel Communications for $14 million. **Seller** is headed by John T. Lynch, and is licensee of eight AM's and nine FM's; it also operates Noble Merchandising Services, marketing and promotions company. **Buyer** is headed by L. Lowery Mays, and recently purchased WPTY-TV Memphis, Tenn., from Chase Communications Inc. ("Changing Hands," Feb. 3). It is licensee of eight AM's, eight FM's and six TV's. Waiver for recent purchase of KQAM(AM)-KEYN-FM Wichita, Kans., is pending. WKCI has top 40 format on 101.3 mhz with 10 kw and antenna 1,070 ft.

## PROPOSED STATION TRADES

***By volume and number of sales***

This Week:

AM's □ **$205,000** □ **3**

FM's □ **$16,889,192** □ **11**

AM-FM's □ **$3,780,500** □ **7**

TV's □ **$1,635,000** □ **3**

Total □ **$22,509,692** □ **24**

1992 to Date:

AM's □ **$205,000** □ **3**

FM's □ **$18,319,192** □ **12**

AM-FM's □ **$3,780,500** □ **7**

TV's □ **$22,635,000** □ **4**

Total □ **$44,939,692** □ **26**

For 1991 total see Jan. 27, 1992 BROADCASTING.

**FIRST BROADCASTING COMPANY**

has acquired

**KSFO-AM/KYA-FM**

San Francisco, California

from

**KING BROADCASTING COMPANY**

**$13,000,000.00**

The undersigned acted as broker in this transaction and assisted in the negotiations.

Kalil & Co., Inc.

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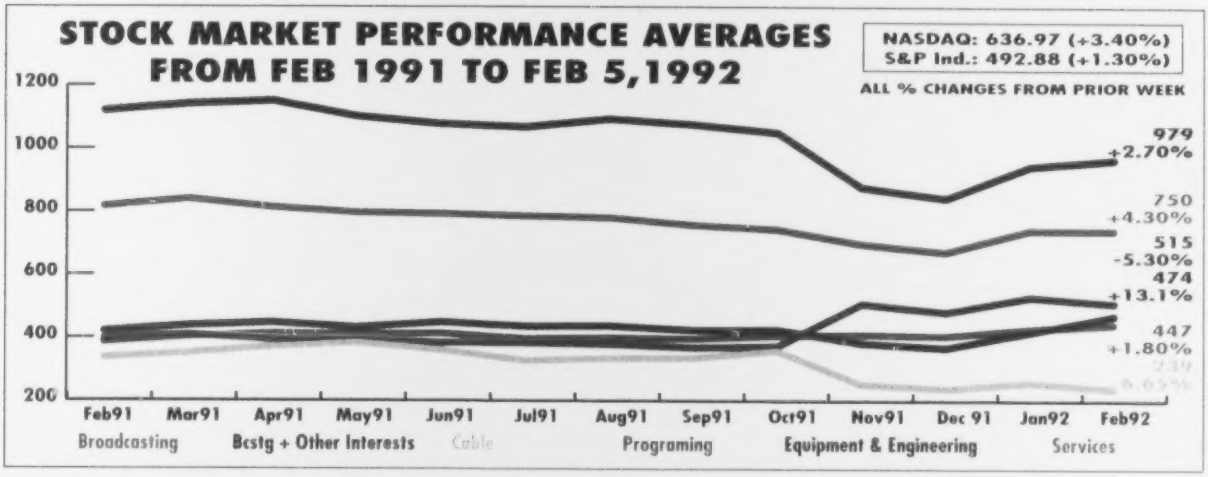
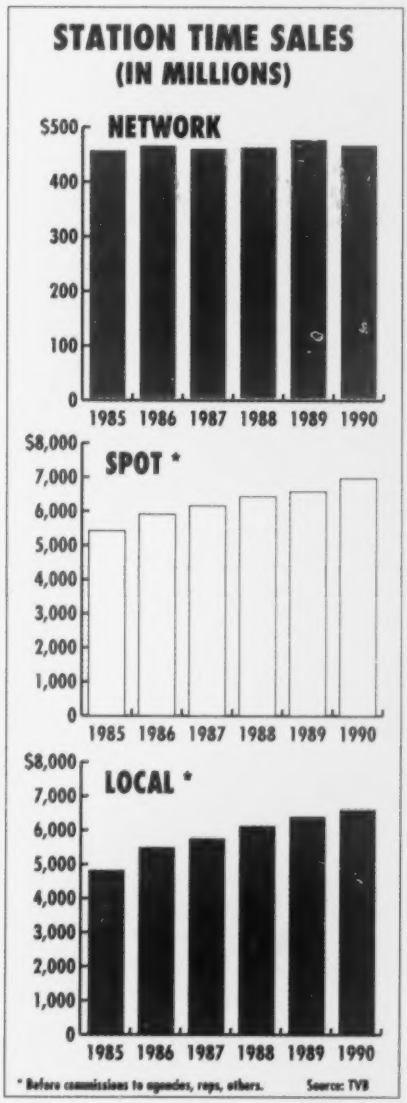
# Broadcasting's By The Numbers




## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| Service | ON AIR | CP's[1] | TOTAL* |
|---|---|---|---|
| Commercial AM | 4,985 | 232 | 5,217 |
| Commercial FM | 4,570 | 1,015 | 5,585 |
| Educational FM | 1,507 | 315 | 1,822 |
| **Total Radio** | **11,062** | **1,562** | **12,624** |
| Commercial VHF TV | 556 | 16 | 572 |
| Commercial UHF TV | 576 | 168 | 744 |
| Educational VHF TV | 123 | 5 | 128 |
| Educational UHF TV | 234 | 10 | 244 |
| **Total TV** | **1,489** | **199** | **1,688** |
| VHF LPTV | 232 | 154 | 386 |
| UHF LPTV | 742 | 862 | 1,604 |
| **Total LPTV** | **974** | **1016** | **1,990** |
| FM translators | 1,892 | 362 | 2,254 |
| VHF translators | 2,702 | 84 | 2,786 |
| UHF translators | 2,330 | 376 | 2,706 |

### CABLE

| | |
|---|---|
| Total subscribers | 56,072,840 |
| Homes passed | 87,433,000 |
| Total systems | 11,135 |
| Household penetration† | 61% |
| Pay cable penetration/basic | 79% |

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

## WCBS-TV'S ROGER COLLOFF DIES OF CANCER

Roger Colloff, 46, vice president and general manager, WCBS-TV New York, died of colon cancer Feb. 6 at Mount Sinai Medical Center in New York. Colloff joined CBS Inc. in 1975 as director of government affairs, Washington, leaving the following year to work on the Carter-Mondale presidential campaign and then in the administration. He returned to CBS News in 1979 as vice president and assistant to the president, and later was named vice president, director, public affairs broadcasts. He was made vice president, policy and planning, CBS Broadcast Group, in 1983 and a year later became general manager at WCBS-TV. In a statement, Laurence Tisch, chairman and CEO, CBS Inc., said of Colloff: "Roger was an outstanding broadcaster and a true professional. His leadership, ideas and inspiration will be truly missed."

Colloff is survived by his wife, Margery, a daughter and son.

named manager of creative services.

**Dee Schroder,** VP, television, Rogers & Cowan Inc., Los Angeles, named senior VP, television, succeeding **Maggie Begley,** who resigned to do independent TV publicity and marketing consulting.

**Ed Feuerherd,** writer and producer, WSB-TV Atlanta, joins WAGA-TV there in same capacity.

## ALLIED FIELDS

**Ernest Ford,** president and owner, Ford Communications television consulting firm, Dallas, appointed executive director, The Society of Professional Journalists, Greencastle, Ind.

**Linda Shea Gieseler,** from West & Banks, Winston-Salem, N.C., joins Farrow, Schildhause & Wilson communications law firm, Washington, as associate attorney.

**Beth Tuttle,** former VP, director of communications, People for the American Way, joins The Freedom Forum, Arlington, Va., as director of advertising.

**Glen Gardner,** news director, KRNA(FM) Iowa City, Iowa, appointed co-chair, Iowa State Emergency Communications Committee.

## DEATHS

Parks

**Bert Parks,** veteran radio-TV game show host who became television fixture in his 25-year stint as emcee of Miss America beauty pageant, died of inoperable lung disease Feb. 2 in La Jolla, Calif. Parks serenaded Miss Americas with his trademark song "There She Is," from 1955 to 1979. He was fired in 1980 by officials wanting to give pageant younger look. Leonard Horn, chief executive of Miss America Pageant Organization, praised Parks: "He was a very important part of our history, and because of what he contributed, we have present and future." Parks began his broadcasting career in his hometown at WGST(AM) Atlanta. He joined CBS Radio in 1933 as announcer, and later worked as game show host for *Break the Bank* (1945) and *Stop the Music* (1948). Parks gained fame on daytime and prime time quiz shows including: *Balance Your Budget, The Bert Parks Show, Double or Nothing,* and *Yours for a Song.* He had guest appearances on TV shows *Burke's Law, Ellery Queen* and *The Bionic Woman.* Survivors include his wife, Annette; a daughter, Annette Jr.; twin sons, Joel and Jeffrey, and two grandchildren.

**Mary Yanofsky,** 80, retired manager of magazine publicity, ABC, died of lung cancer Jan. 20 in Sayre, Pa. Yanofsky began broadcasting career writing radio scripts with stations in Harrisburg, Pa., and later CBS. She joined ABC in early 1950's and remained there until her retirement in 1975. She is survived by sister, Frieda, and brother, Herbert.

**Joseph A. Sciulli,** 50, engineer, died of kidney cancer in Germantown, Md., Jan. 28. Sciulli worked at NASA Goddard Space Flight Center from 1962 to 1968, developing weather satellite pictures. He later joined Comsat Laboratories as manager of voice and data processing branch. In 1974 he founded Telecommunications Techniques Corp., where he served as president and CEO until its purchase by Dynatech Corp., in 1979. He is survived by his wife, Lee; three children; his parents, and two sisters.

**Brett R. Bromley,** 38, broadcasting sales representative, died of heart failure in Cinnaminson, N.J. He had worked at WTVQ-TV Lexington, Ky., J. Walter Thompson, Atlanta, and Petry Television. He is survived by his mother and two brothers.

**Harry R. Horvitz,** 71, cable system operator, died of prostate cancer Jan. 23 in Lyndhurst, Ohio. His family owned and operated Multi-Channel TV Cable Company, which it sold in 1988. Survivors include his wife, Lois; daughter, Pam; two sons, Michael and Peter.

**Richard Hunt,** 40, puppeteer, died Jan. 7 of AIDS in New York. He performed on TV shows including *Sesame Street, Fraggle Rock* and *Muppet Show.*

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